MAKE it POSSIBLE

Visual identity guidelines 04.02.2013

HUAWEI

01

Make it Possible:
Design Insight

"***Make it Possible***" is not a slogan, it's a mantra. It's not about claiming to do the Impossible, but where our ambition and creativity meets engineering and expertise. As such, the '***MIP***' lockup is designed to represent both this mantra and the Huawei product through and through. The lockup has an elegant and sophisticated design that falls in line with our phones, with different versions designed to suit different needs where "***Possible***" provides a window through which the source of possibility is glimpsed. The main version of the '***MIP***' lockup is the '***lotus petal***' variant, which is created to echo the Lotus Flower logo of the Huawei brand. As detailed in this document, this version of the lock-up is intended for special usage only, with the solid colour variants serving all other needs.

The proportions of the '***MIP***' lockup are designed to represent the cube aesthetic of the "***Make it Possible***" campaign. Length-wise, the lockup is the same size as three Huawei emblems together. Similarly, the top of '***Possible***' is exactly the size of three '***MAKE it***' segments. It is these cubed versions of '***MAKE it***' and the Huawei emblem that govern the size of the '***MIP***' lockup, ensuring that it acts as an embodiment of the campaign's cube aesthetic.

Make it Possible:

Brand Logo Usage

The "***petal***" brand signature, which is exclusive to the company, can be used in some applications. This signature is applicable to all of the corporate identity: stationery, incidental products and other promotional material. In order to make sure the "***petal***" signature is easy to identify and reproduce, it should only appear on a white or black background. In order to keep consistent usage of the brand signature, please use this version prudently.

Design Principles:
Solid Colour Logo

MAKE it
POSSIBLE

Design Principles:
Basic Colour Usage

MAKE it POSSIBLE

MAKE it POSSIBLE

MAKE it POSSIBLE

RED

CMYK 30/100/100/0
RGB 155/34/34

BLACK

CMYK 1OOK
RGB 0/0/0

WHITE

CMYK 0/0/0/0
RGB 255/255/255

Design Principles:
Bespoke Colour Usage

As well as the "***lotus petal lock-up***," there are some additional variants of the "***Make it Possible***" logo that use image backgrounds. These bespoke designs are intended only for one off usage and are created to highlight a particular feature of our products. They should not be used out of context or instead of the standard logos. It should also be clear what product feature they are highlighting from the copy below.

Please note that these logos are for example purposes only. They must not be replicated outside of this document or in any external communications

Design Principles:
Bespoke Colour Usage

HUAWEI

MAKE it

THE WORLD’S THINNEST SMARTPHONE

Design Principles:
Bespoke Colour Usage

MAKE it

INCREDIBLE HD DISPLAY

Design Principles:
Font Usage

Frutiger Black

MAKE it
POSSIBLE

Frutiger Ultra Black Oblique

7mm

MAKE it POSSIBLE

33.5mm

This is the minimum size for the brand signature. Adhearing to this size restriction will help with clarity and definition when used, as can be seen in the business card and letter head examples.

In order to present the brand signature clearly, there must be an empty space around the logo lockup and this empty space is called the “exclusion zone”. No words, signs or other graphic elements are allowed to appear in it. Nor should the exclusion zone be cropped off in any circumstance. The “***P***” in the example represents the height and width of the restricted area. The size of the exclusion zone will change proportionally as the size of the logo lockup changes.

Design Principles:
Do's and Dont's

In order to keep consistent usage of the brand signature, please use it prudently. The examples on the right are the common misuse of the brand signature. ***PLEASE AVOID THESE.***

Example 1:
The proportion of brand signature should not be changed; Do not magnify, reduce or move.

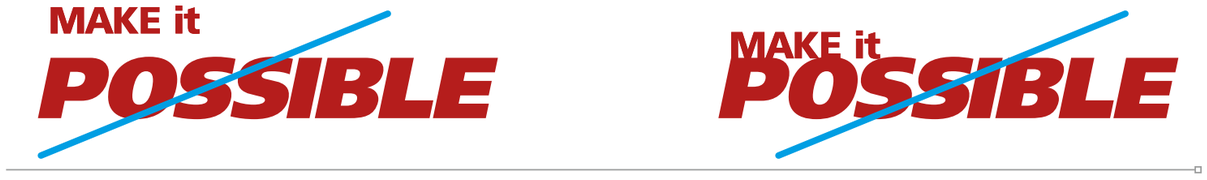
Example 2:
The brand signature should not be stretched or cropped.

Example 3:
The position between 'Make it' and 'Possible' should not be changed.

Example 1:

Example 2:

Example 3:



Design Principles:
Do's and Dont's

Example 4:

Do not change the typeface or weight.

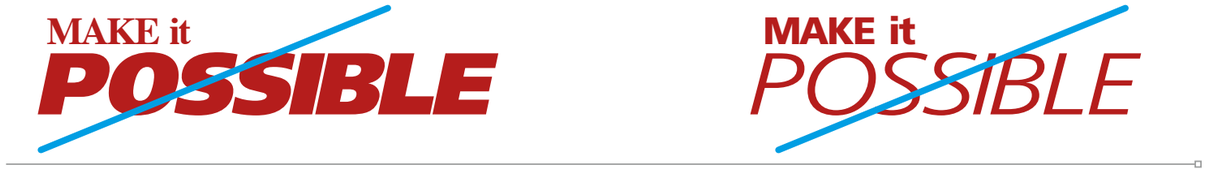
Example 5:

Only the standard colour palette can be used in the brand signature graphs.

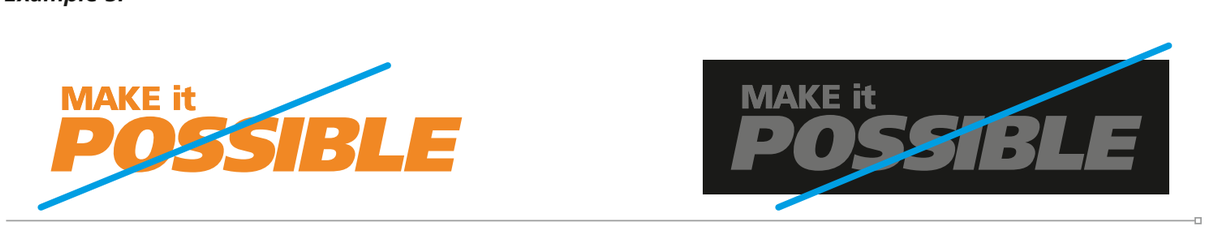
Example 6:

The "***lotus petal***" brand signature should only be used on white or black and should never be used in monochrome.

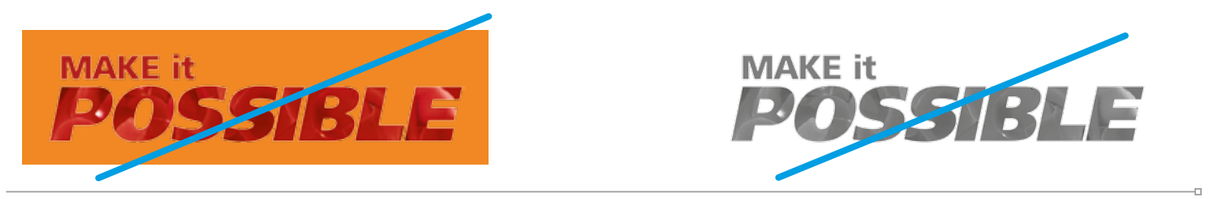
Example 4:



Example 5:



Example 6:



General Application Principles:

Logo Proportions

In order to strengthen the promotion and identification capability of "***Make it Possible***," the logo should always be **3X** the width of the Huawei brand logo.

The "***Make it Possible***" logo should always reflect the position of the Huawei brand logo. We suggest it should be positioned bottom right when Huawei brand logo appears top right. Using the brand signature consistently helps to keep its overall unity and makes the brand easier to identify.

The **Make it Possible/Huawei** logo proportion is a balanced whole, it is not allowed to change its shape, formation or proportion.

General Application Principles:
Logo Proportions

To double check the proportions of the "***Make it Possible***" logo and the Huawei brand signature we suggest that, whilst in the ratio agreed on the previous page, the height of "***Make it Possible***" should be the same as the main body of the lotus flower petal.

General Application Principles:

OOH Landscape - LOGO POSITIONING

General Application Principles:

*OOH Landscape - **EXAMPLE***

General Application Principles:

OOH Portrait - LOGO POSITIONING EXAMPLE

General Application Principles:

*Press Advertising - **LOGO POSITIONING EXAMPLE***

MAKE it
POSSIBLE
HUAWEI
HUAWEI Ascend Mate
THE WORLD'S LARGEST SCREEN SMARTPHONE
Introducing the new Huawei Ascend Mate, with a 6.1" HD screen it is
the world's largest screen smartphone, yet small enough to use with one hand.
Big, yet small – the perfect smartphone experience.
Find out more, please visit Hall 3, 3C 92 & Hall 1, 1B 300, Fira Gran Via

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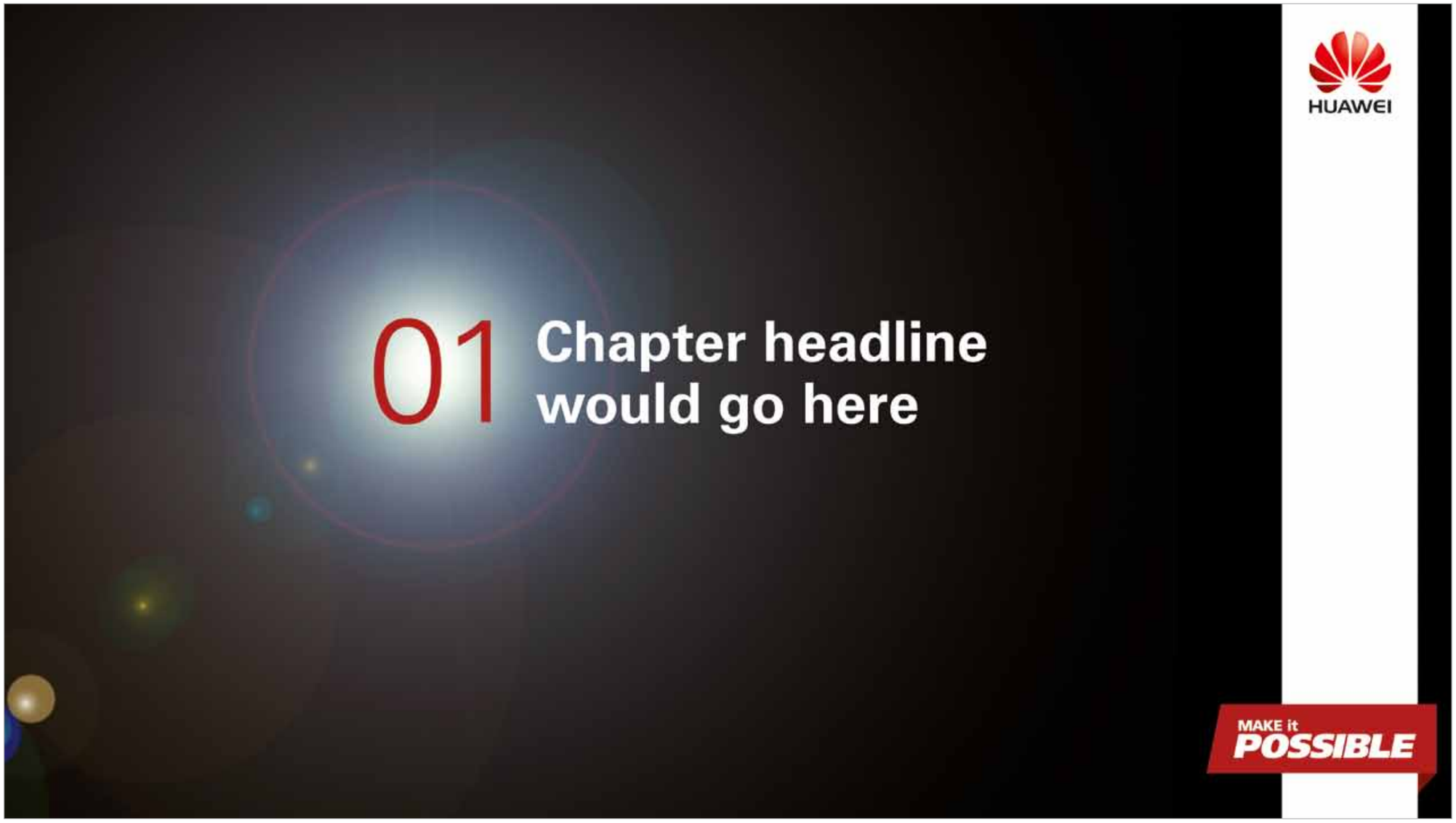
Big, yet small – the perfect smartphone experience.
Find out more, please visit Hall 3, 3C 92 & Hall 1, 1B 300, Fira Gran Via

General Application Principles:

PPT Presentation - TITLE PAGE

General Application Principles:

PPT Presentation - CHAPTER PAGE



General Application Principles:

PPT Presentation - SAMPLE PAGE

Chapter headline placed here

Sub head to be placed here.

Erument autem sim qui torem am, simus as simaio exceprovid ernatio denihicidis mo et illandiae iliquam ex eaquas alis qui te con nemqui tem quo molutem lant, ipient aligenimet quisquatiam, ipit harum lam unt quat est, cone eum simenimetur? Molorepro offic temodipsunt. Ihil inulpa cuptam, si con commoditi aliquatempor sedi dios et eatiustibus modis vidit utatur suntiam excerib eaquis nullabo. Nem endae volupta speliquam adi sequis everi cum dolestia ium ut et vent. Rernam aut essecus quis estias mo offictate prehent, quo exerovid qui cus ut quia quam idunt. Ehendel itatum quiatiatis rem et quaerios voluptat peria dunt, officiis maximin ctatem quodi tem fugit, idernatia dolo ipsanim rernatem velliqu atenese quostiam ute ea perovitios et latetum sinumquam ea quae alit dolorest.

General Application Principles:

PPT Presentation - SAMPLE PAGE

Chapter headline placed here

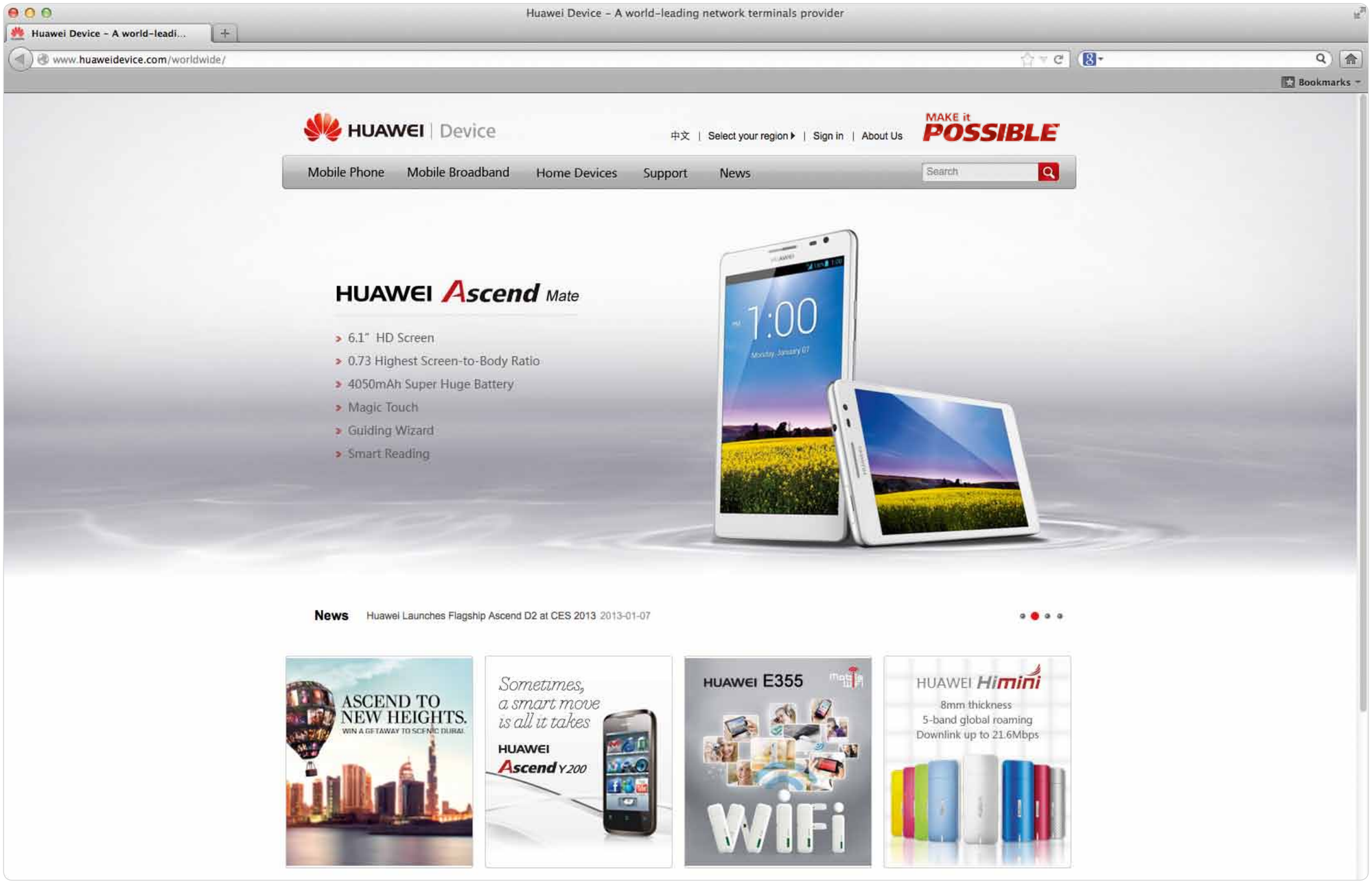
Image description to be placed here

General Application Principles:

PPT Presentation - SAMPLE PAGE

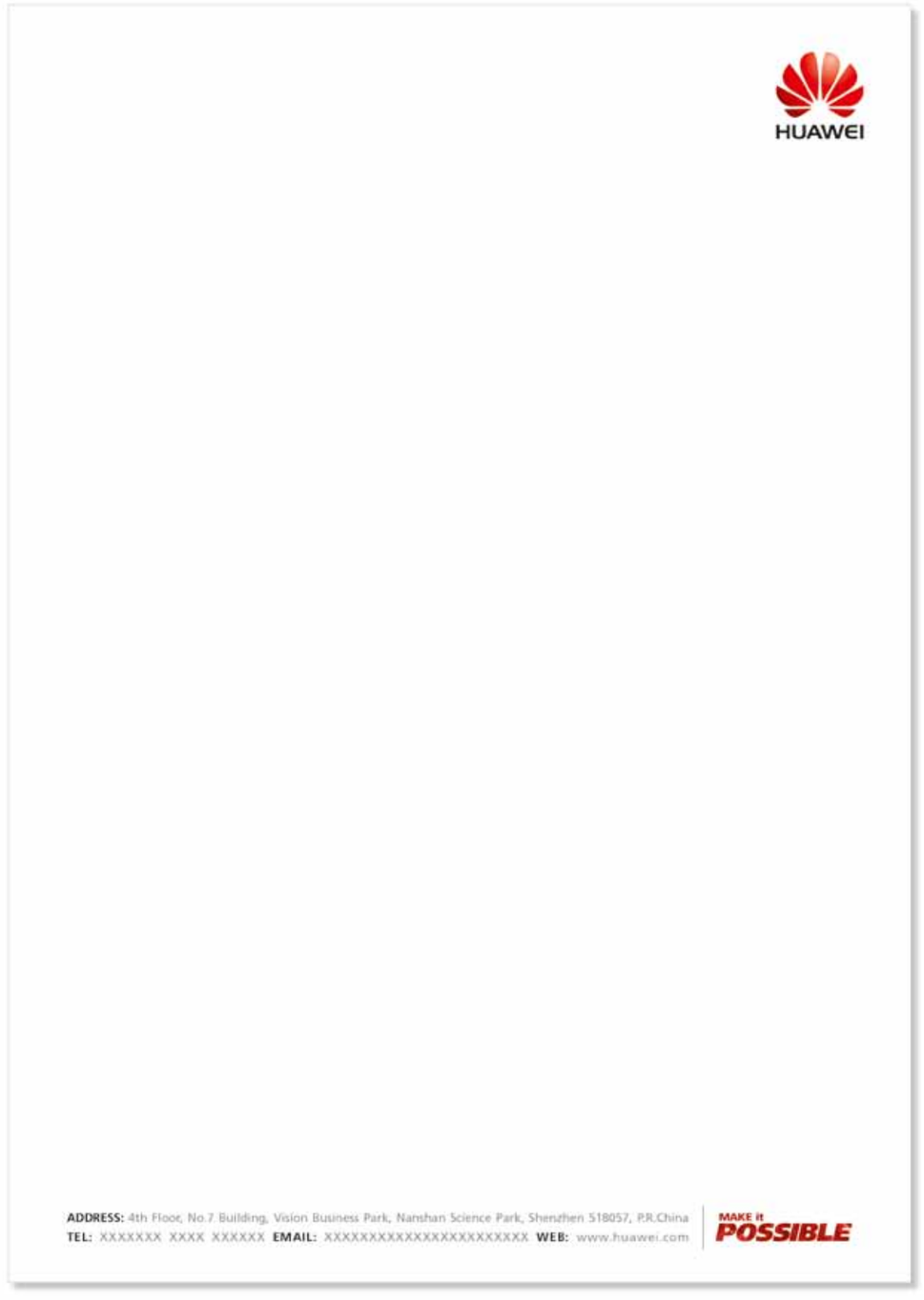
General Application Principles:

Internet Homepage - EXAMPLE



Activation Material:

Business Communications - LETTERHEAD

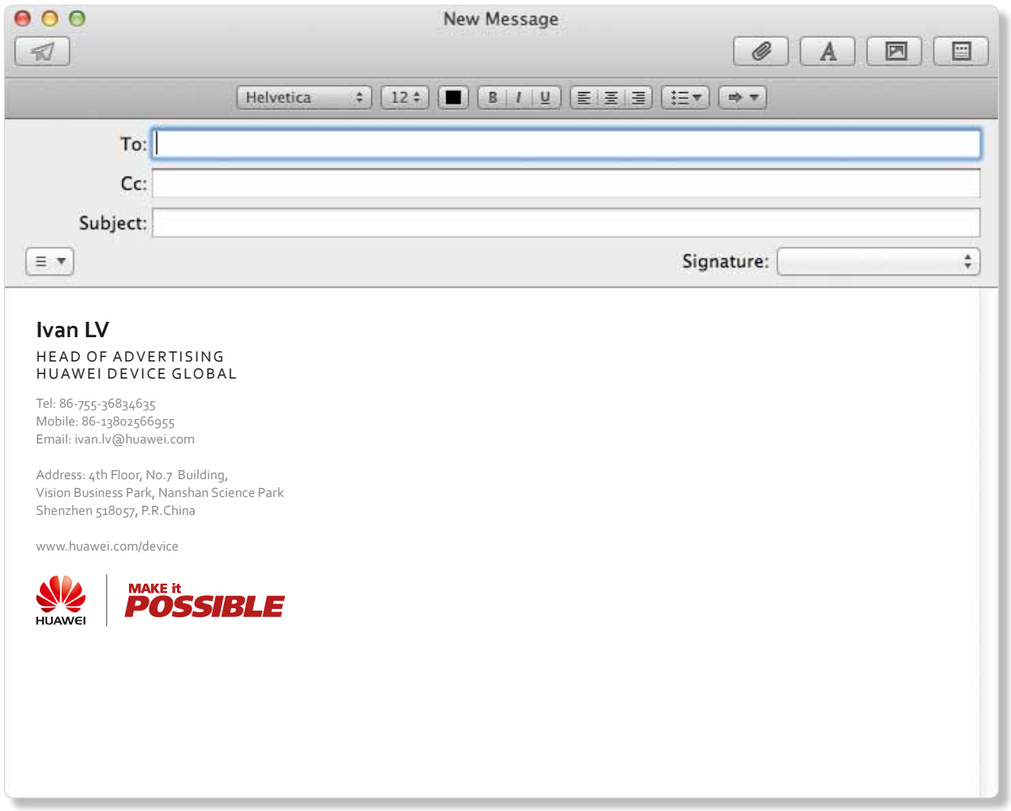

HUAWEI
ADDRESS: 4th Floor, No.7 Building, Vision Business Park, Nanshan Science Park, Shenzhen 518057, P.R.China
TEL: XXXXXXX XXXX XXXXXX EMAIL: XXXXXXXXXXXXXXXXXXXXXX WEB: www.huawei.com
MAKE it POSSIBLE

The ***"petal"*** brand signature should be used in all printed correspondence.

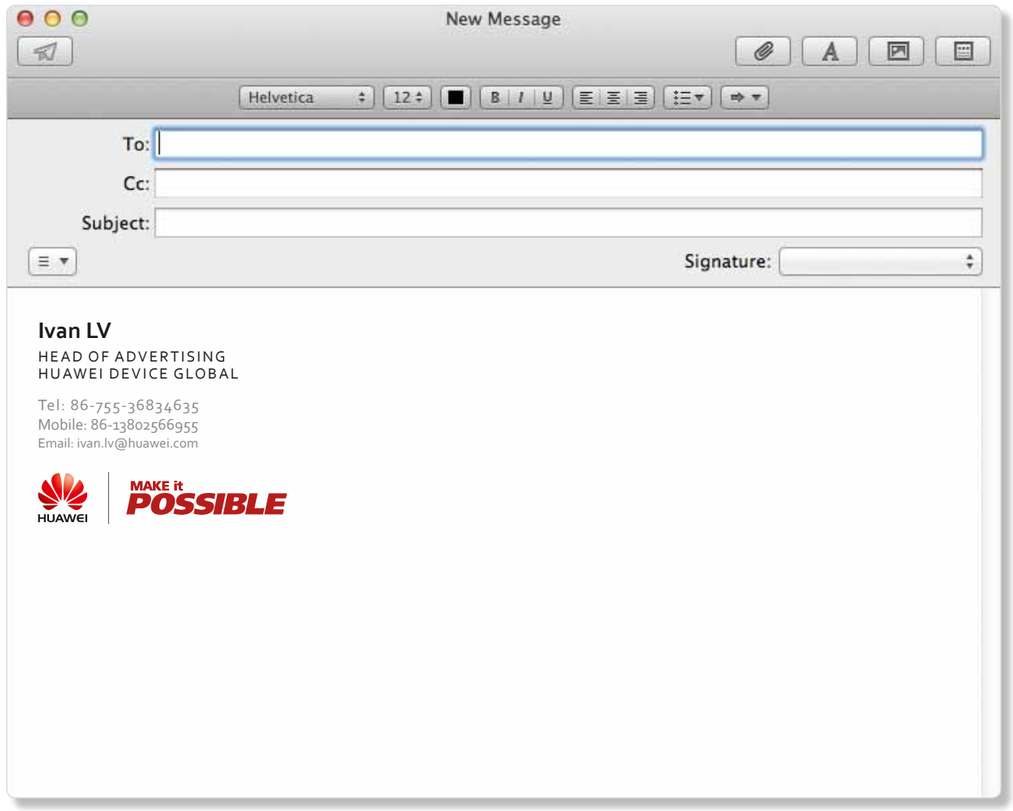
Activation Material:

Business Communications - EMAIL SIGNATURES

Full version



Specific detail version

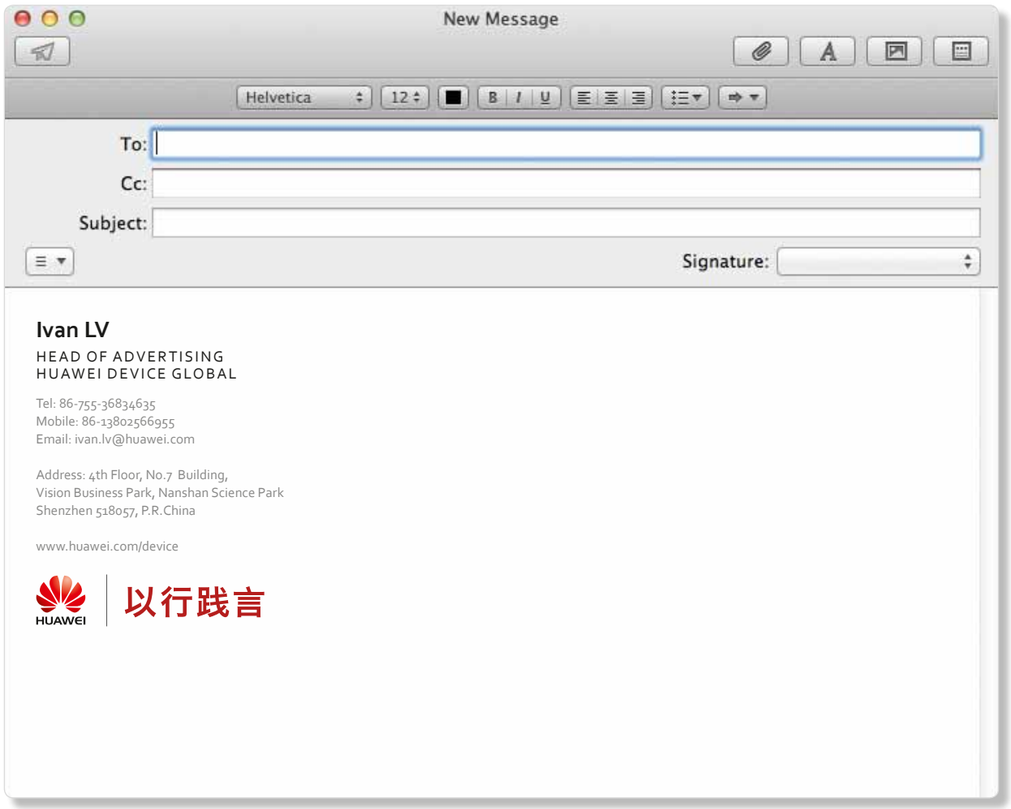


Due to various visual demands, the basic red brand signature should be applied to electronic media.

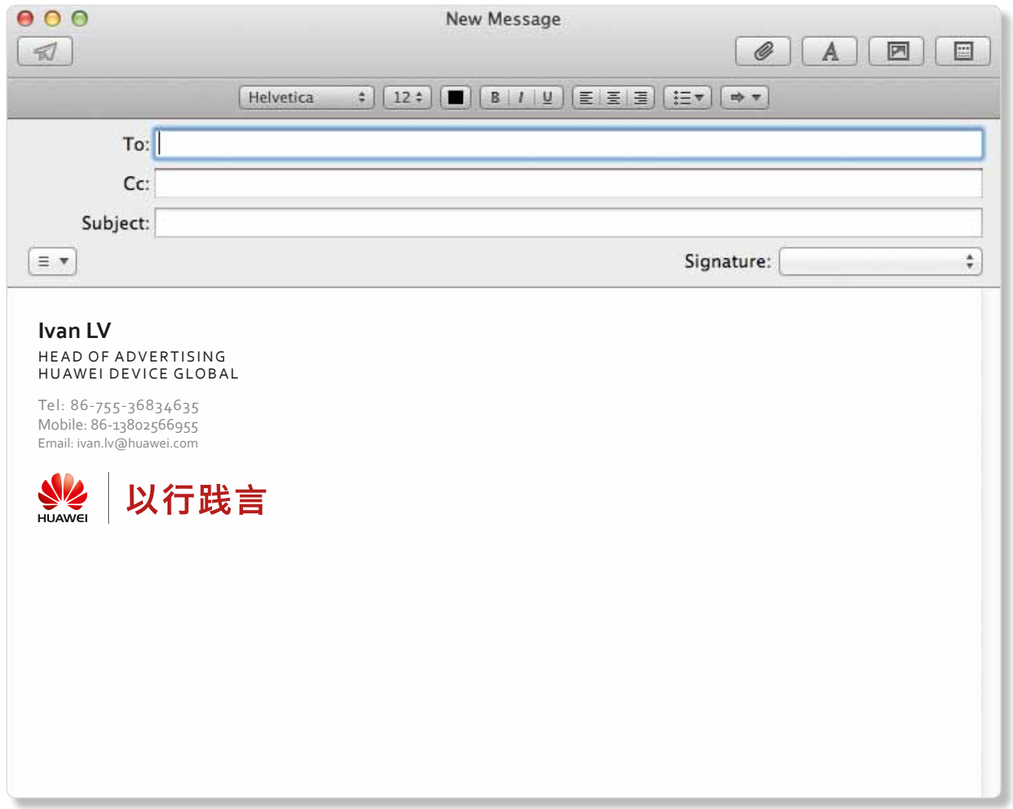
Activation Material:

Business Communications - ALTERNATE EMAIL SIGNATURES

Full version

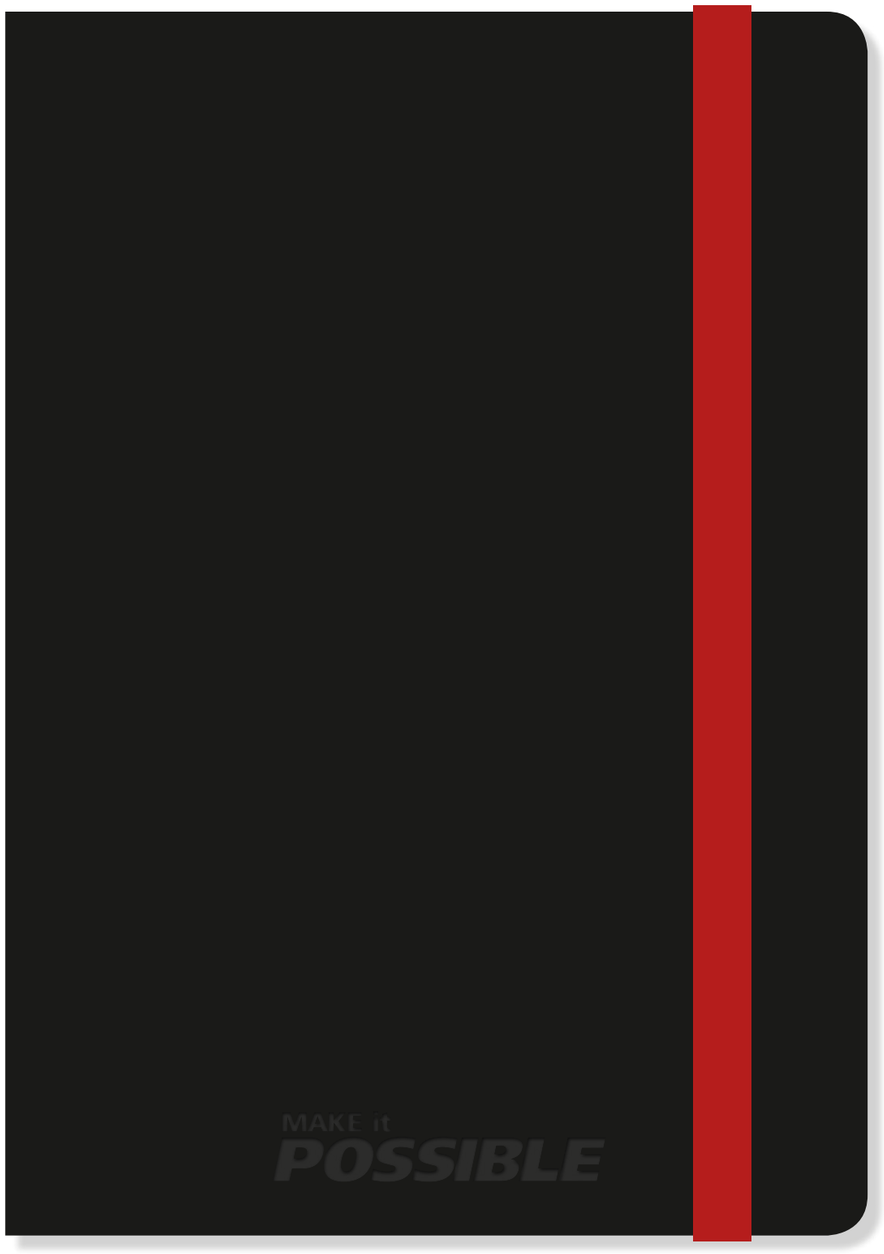


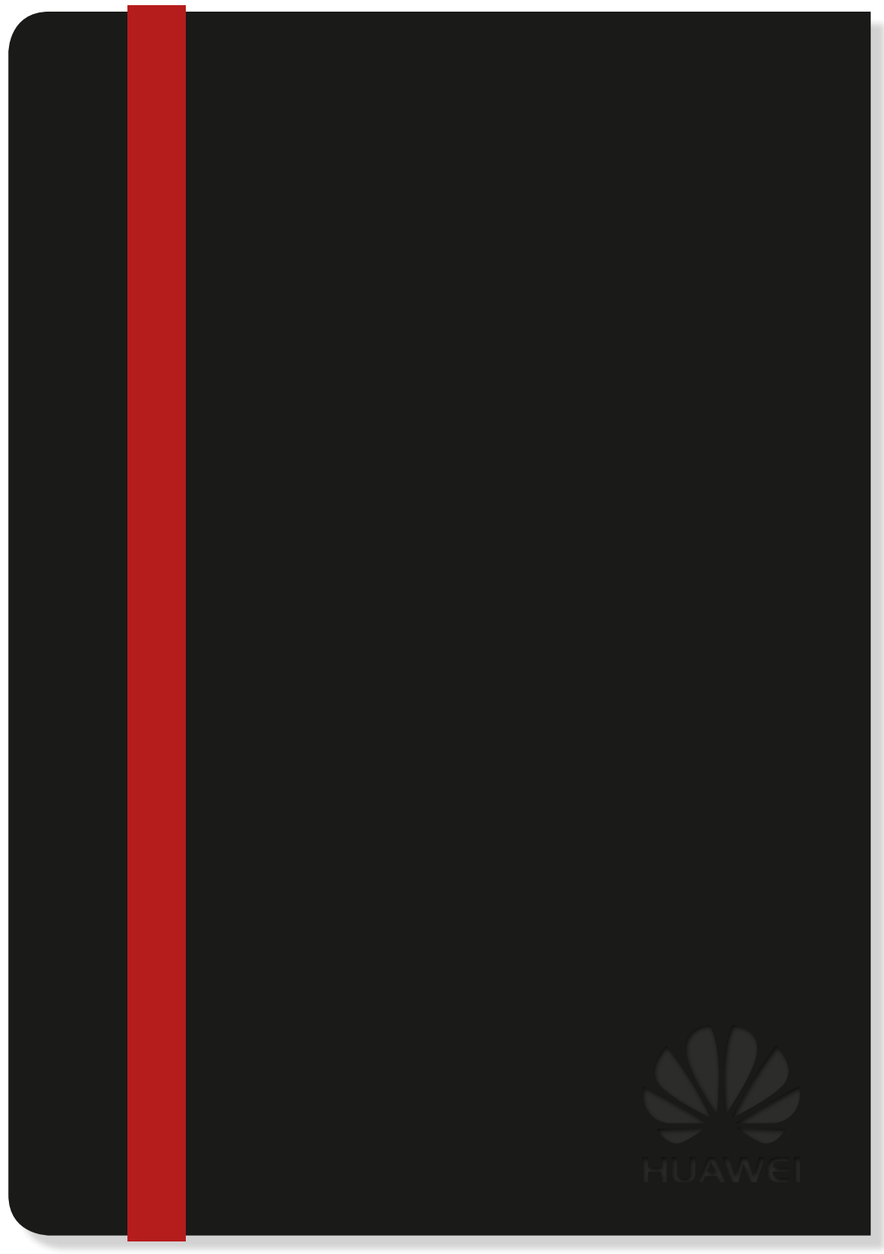
Specific detail version



Activation Material:

*Stationery - **NOTEBOOK***





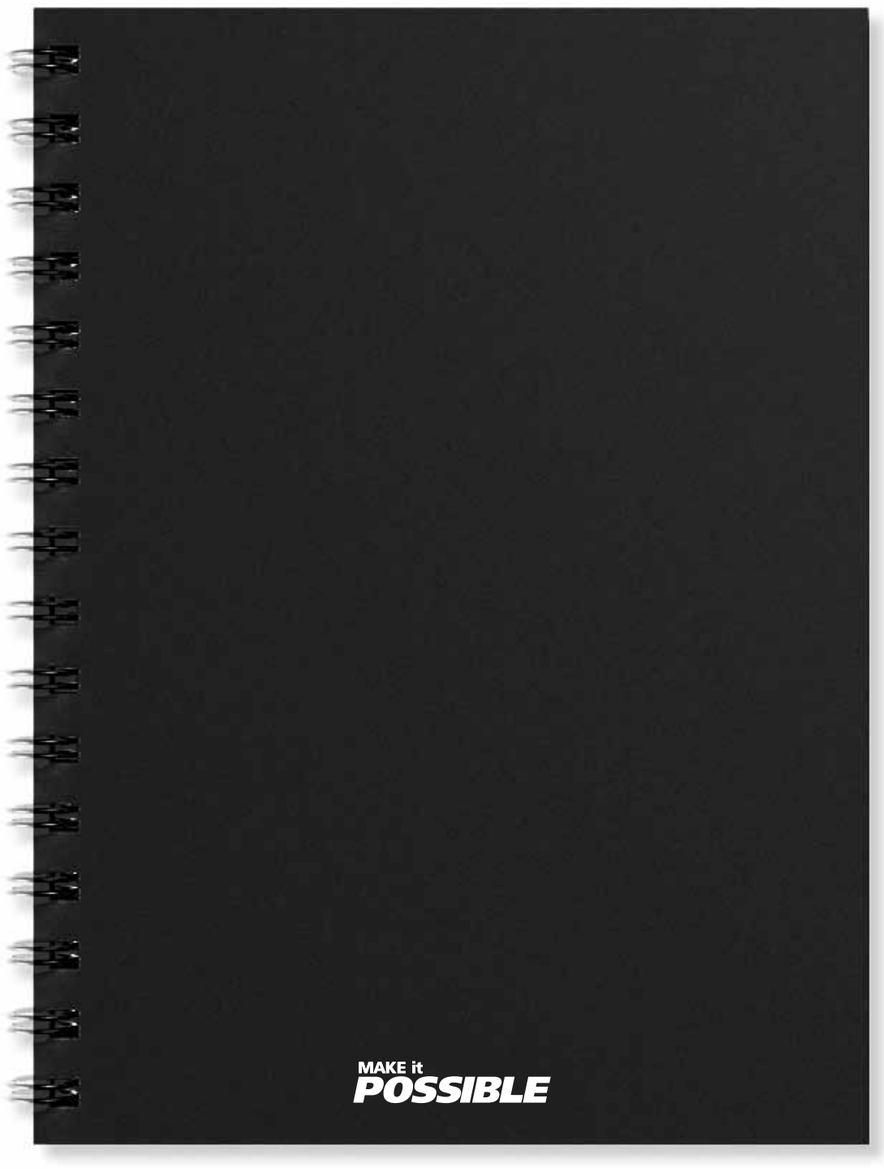
Activation Material:

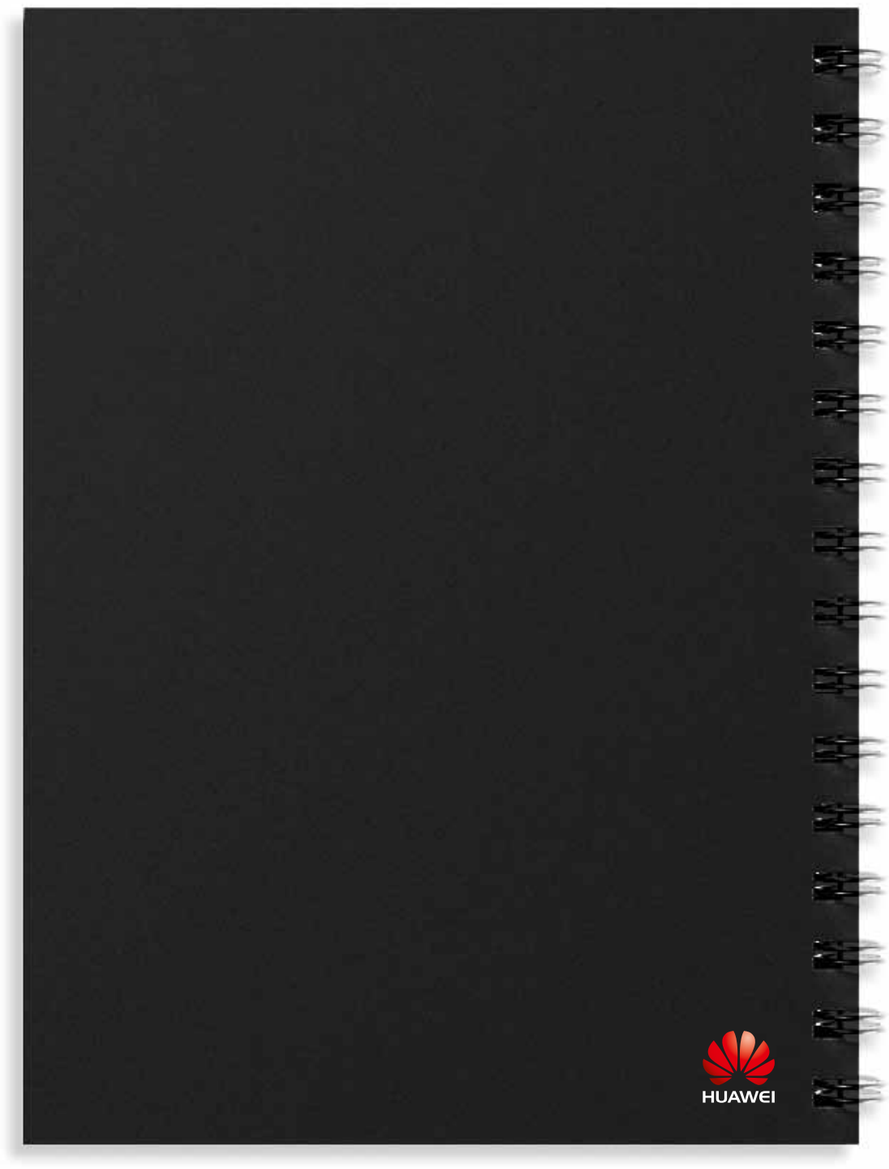
Stationery - NOTEBOOK

“Make it Possible” is not a slogan, it’s a mantra.
It is not about claiming to do the Impossible, but the magic that is created when we use our imagination and expertise to push the limits.
It’s where ambition and creativity, meet engineering and perspiration.
We are about creating the amazing.
MAKE it POSSIBLE
HUAWEI

Activation Material:

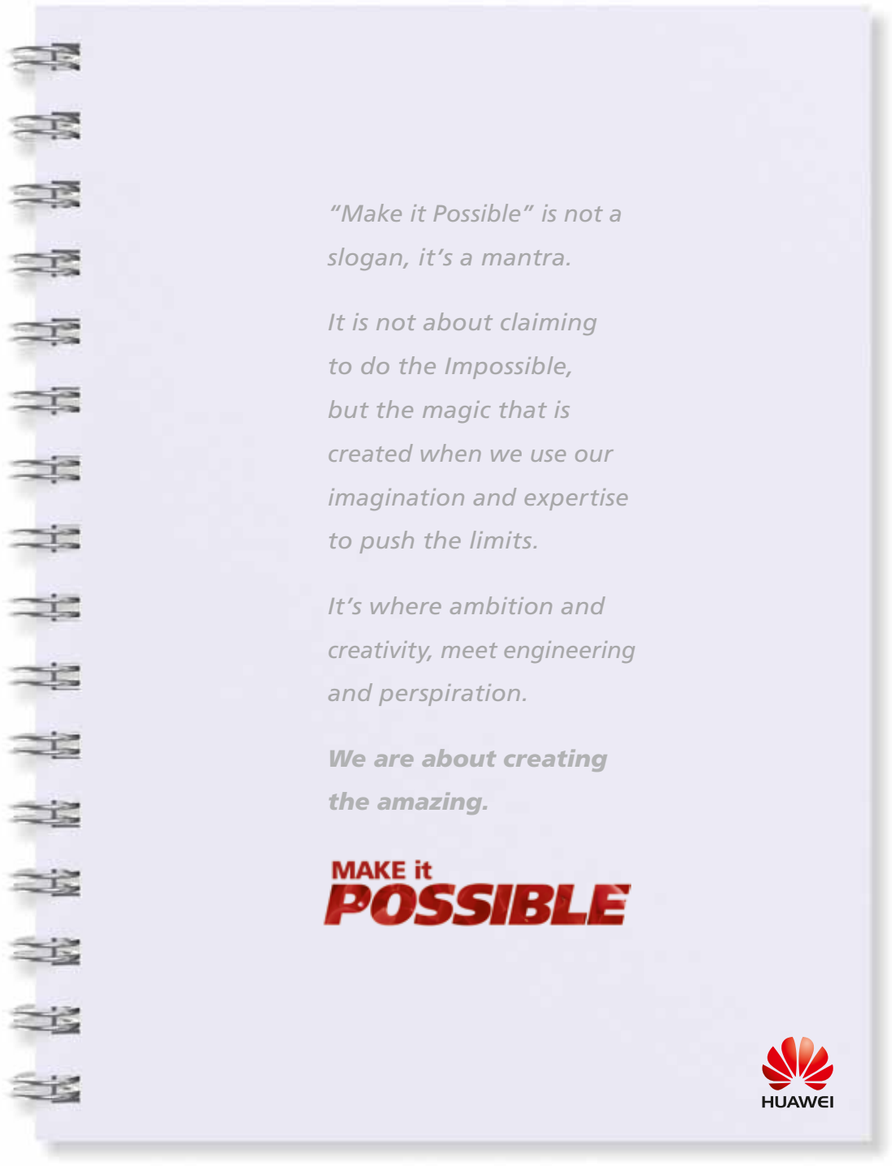
*Stationery - **NOTEPAD***





Activation Material:

Stationery - NOTEPAD


"Make it Possible" is not a slogan, it's a mantra.
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We are about creating the amazing.
MAKE it POSSIBLE
HUAWEI

The notebook & notepad's overall design direction must be consistent with the main style of the HUAWEI brand, which is simple and elegant.

The first page of both should contain the "***Make it Possible***" mantra. This should be set in Huawei's corporate font and use the "***petal***" version of the brand signature.

The logos on the front and back cover can be treated differently depending on the finish of the stationery. We recommend that blind embosses and spot varnishes can be used whilst making sure that the logos are in the most conspicuous place or in the specific area on the right.

Activation Material:
Retail Cubes

05

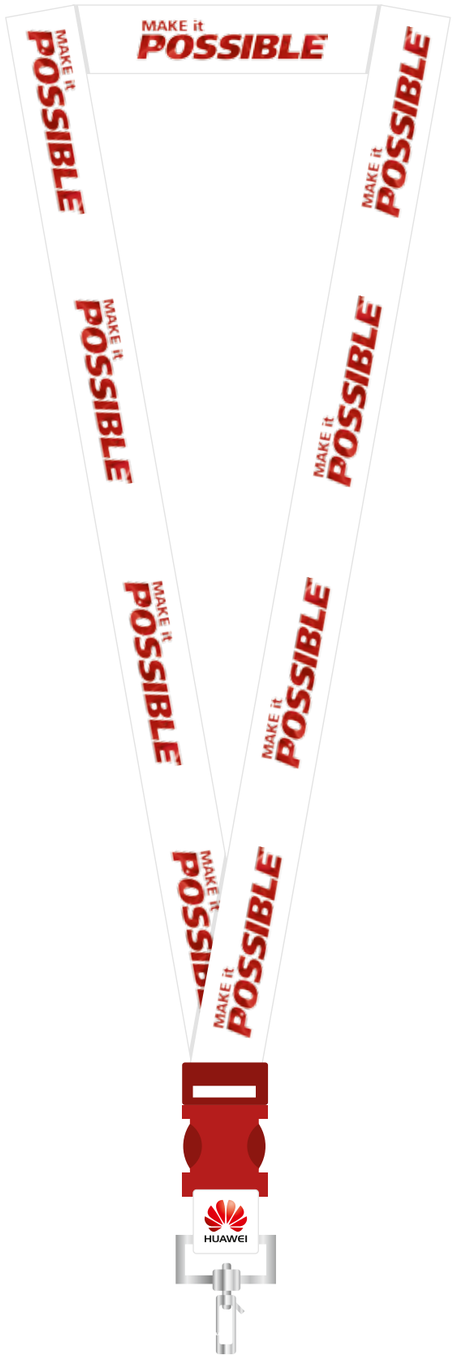
Activation Material:

Promotional T-shirts

Activation Material:
Promotional Merchandise

All merchandise should incorporate both the "***petal***" brand signature and the Huawei trademark logo. The merchansise would also be available in white.

Activation Material:
Lanyard Chains



The Lanyard chains, for use at both exhibitions and inside staff buildings, should incorporate both the "***Make it Possible***" brand signature and Huawei's trademark logo.

The chains will be available in two different colour schemes in order to signify hierachy at the exhibition stand and within the workplace.

The '***MIP***' "***lotus petal***" colour variant should be incorporated within both chains colour schemes.

Activation Material:
Exhibition Interiors

The "***petal***" device is a distinctive and ownable asset that adds emphasis to the brand and should be used for all exhibition material. To make the promotion of the brand clearer and more effective, the standard for display should be: Huawei's trademark logo, "***Make it Possible***" brand signature and, where possible, the "***petal***" texture for added recognition.

Activation Material:
Exhibition Interiors

Activation Material:

Fleet Vehicles

06

Legal Advice:

Using Make It Possible/ MIP 使用的法务注意事项

1. We are using the descriptive meaning of the phrase "***Make it Possible***" and won't get it registered as a trademark, therefore "***Make it Possible***" must always be used together with HUAWEI or HUAWEI LOGO, in order to clearly show the source of our products. This rule must be strictly followed in all countries.

2. "***Make it Possible***" has been designed with a special lock up font and patterns to increase its distinctiveness. We need to strictly comply with the designs whenever using the phrase. No country is allowed to use different designs. Any special request must be approved by brand management team at HQ.

1. 我司使用的是***Make it Possible***的描述性含义，不会单独进行商标注册，因此凡出现***Make it Possible***的使用场景中，都务必同时出现HUAWEI或HUAWEI LOGO，以表明***Make it Possible***是来源于华为。各个国家必须严格遵照执行。

2. 为提高***Make it Possible***的辨识度，我们将***Make it Possible*** 做了图形元素的设计。我们在使用中必须严格按照提供的设计使用。各个国家不能自行设计***Make it Possible*** 字体。如有特殊需求，必须经机关品牌部确认

Approval Process:
Contact Details

If there is any need to design a new logo, this revised logo will need to be sent to the brand team for approval. Any logo ***cannot*** be used without approval.

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MAKE it POSSIBLE | 以行践言

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